

Date: 2021-05-24

Subject: **Asset Naming Policy and Process Update and Various Street and Park Naming Requests**

Contact: Peter Fay, City Clerk, Legislative Services
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Report Number: Legislative Services-2021-652

Recommendations:

1. That the report titled: Asset Naming Policy and Process Update and Various Street and Park Naming Requests, to the City Council meeting of July 7, 2021, be received; and
2. That the revised Asset Naming Policy (PND-11), as set out in Appendix 1, be approved to guide future asset naming requests; and
3. That staff develop standard operating procedures to implement the Asset Naming Policy; and
4. That the following names be approved and available for future use through the commemorative naming process for City streets, in accordance with the Asset Naming Policy:
 - a) Amrik,
 - b) Sindh,
 - c) Irvine,
 - d) Mustafa,
 - e) Metis,
 - f) Fiji,
 - g) Maha,
 - h) Zubeda,
 - i) Deshpande,
 - j) Iggy Kaneff; and
5. That, in consideration of the previously Council-approved name of Saigon Park:
 - a. the administratively-named Almond Park (Wards 9 and 10) be renamed Saigon Park, subject to the public notification and commenting period required by the Asset Naming Policy; and

- b. that, upon successful completion of the public commenting period, staff be directed to erect appropriate park signage and undertake notifications for addressing, mapping, operations and emergency services regarding the new park name;
6. That the following names be approved and available for future use through the commemorative naming process for City parks, in accordance with the Asset Naming Policy:
 - a) Iggy Kaneff,
 - b) Sean Monahan,
 - c) Alessia Cara
 - d) Manitoba or Winnipeg.

Overview:

- **The Asset Naming Policy was adopted by Council in early 2019 to consolidate the processing of street, park, facility and other City asset naming requests into one integrated policy. Various street, park and asset naming requests have been submitted to and initiated by City Council since the start of the term.**
- **While various specific staff reports and Council Resolutions have been considered for various street and park naming requests, a comprehensive report of name requests was submitted to Committee of Council in December 2020 with various street and park naming recommendations. Subsequently, City Council referred the report and recommended names back to staff for further consideration.**
- **Council also requested staff to look into possible updates to the Asset Naming Policy to better reflect the cultural diversity of the City.**
- **This report has three (3) purposes:**
 - **provide recommended updates to the Asset Naming Policy,**
 - **consider and recommend to Council the referred street and park naming requests, and**
 - **consider and recommend to Council new street and parking naming requests received since the last report prepared in December 2020.**

Background:

In August 2020, Council considered a [staff report explaining the City's commemorative street and park name request process](#).

December 2020, [staff reported on a number of street and park name requests](#). City Council, at its December 9, 2020 meeting, referred the report back to staff for further consideration:

CW341-2020 (RM 79/2020)

1. That the report titled: Various Street and Park Naming Requests, to the Committee of Council Meeting of December 2, 2020, be received; and
2. That the following clauses be referred to staff:
 2. That the following names be approved and available for future use through the commemorative naming process for City streets, in accordance with the Asset Naming Policy:
 - a. Amrik,
 - b. Sindh,
 - c. Irvine,
 - d. Mustafa,
 - e. Metis,
 - f. Fiji; and
 3. That the following names be approved and available for future use through the commemorative naming process for City parks, in accordance with the Asset Naming Policy:
 - a. Ciasullo,
 - b. Manitoba or Winnipeg
3. That:
 - a. The City rename a connecting pathway segment, between Fenton Way and Ryckman Lane, as Emilio's Way in honour of the passing of local resident Emilio Deo, and that the renaming be subject to the 30-day public consultation period as set out in the Asset Naming Policy.
 - b. Committee consider and provide direction regarding the following asset name request: Oliveira (new street name).

In January 2021, Committee of Council considered added new business and requested staff to report back on naming opportunities to commemorate the passing of Iggy Kaneff:

CW039-2021 (RM 5/2021)

That staff be requested to investigate the possible street or parking naming in honour of Iggy Kaneff, in consultation with appropriate family members, and report back to Council.

Further, in January 2021, Committee of Council considered added new business and requested staff to investigate possible amendments to the [City's Asset Naming Policy](#) to ensure its reflects the diversity of the City.

CW040-2021 (RM 6/2021)

That staff be requested to investigate park and street naming policies and processes in other municipalities, and report back with possible amendments to the policy to ensure the Brampton naming policy and process reflects the diversity of the City.

In March 2021, Council also requested staff to report back with proposals for naming a City asset to commemorate Sean Monahan.

C067-2021

That consideration of the naming of an asset to commemorate Sean Monahan be referred back to staff for further review and report back to Council within 30 days.

The City has a [public portal for street and park naming requests](#). Currently, a number of active street and park naming requests have been submitted to the City.

This report addresses all of these matters in the following three (3) sections:

- provide recommended updates to the Asset Naming Policy,
- consider and re-recommend to Council the referred street and park naming requests, and
- consider and recommend to Council new street and parking naming requests received since the last report prepared in December 2020.

Current Situation:

Asset Naming Policy Review and Updates:

The [Asset Naming Policy](#) was approved by Council in early 2019, after consolidation of existing street naming, park naming and other asset naming policy and procedure. The policy is quite broad and encompassing. The Asset Naming Policy is to be read in conjunction with the [Sponsorship and Naming Right Policy](#). Council has requested staff review the Asset Naming Policy to ensure it reflects the diversity of the City.

Staff reviewed similar asset naming policies in other municipalities. The City's current policy is consistent with other municipal policies, including similar policy statements

regarding the eligible asset type and criteria for naming and re-naming. Staff offer the following considerations for Brampton's policy:

- Brampton's policy is comprehensive and flexible enough to reflect and accommodate the City's diversity. The policy includes naming criteria and conditions that can accommodate Brampton's diversity, now and in the future. Additional preemptive statements are recommended for the policy to reinforce asset naming to reflect the City's diversity, including:
 - additional criteria statements to recognize naming requests that work to foster equality, promote inclusion and diversity ;
 - seeking consent of an individual, if alive, or families, if deceased, for naming requests for an individual;
 - recognizing the significance and contributions of indigenous people
- Similar asset naming policies in other municipalities include similar provisions to Brampton's policy and do not offer any particular insights or policy statements for inclusion in the City's policy, except for statements regarding naming requests that will not be considered due to the racist, discriminatory or divisive natures of a naming request. Statements are recommended in the City's policy to address inappropriate naming requests.
- Clarity is needed in policy implementation to ensure naming request processes and procedures are clear, understandable and informative to guide Council decision-making and public participation. Staff will develop specific naming request procedures to implement the Asset Naming Policy.
- Some other considerations noted from reviewing other municipal naming policies, for future consideration include:
 - Establishing a naming or name change request fee to cover costs associated with staff work to review, approve and implement individual or community group asset name change requests
 - Establishing a cross-department naming review staff committee to review and evaluate naming requests

The increasing public attention focused on the tragedy of Residential Schools and historical treatment of indigenous peoples is raising questions about City asset names that now may be considered racist, discriminatory and inappropriate. One complaint was recently received by the City requesting a review to possibly change street names considered inappropriate to indigenous peoples. Should Council provide direction, staff can review existing asset names to identify and assess possible insensitive and discriminatory names, for consultation with local indigenous leaders and future Council consideration for possible name changes.

Appendix 1 sets out the revised Asset Naming Policy with suggested amendments highlighted for reference. Staff will continue to review the Asset Naming Policy on a regular basis, and will develop procedures for processing asset naming requests.

Street Name Requests:

The following street name requests, previously recommended for approval and referred back to staff in December 2020, are again recommended for approval:

- Amrik,
- Sindh,
- Irvine,
- Mustafa,
- Metis,
- Fiji

Appendix 2 lists new street names submitted to the City for approval and the recommendation of the Peel Street Names Committee, along with the City staff comment and recommendation including review with the City’s Asset Naming Coordinator for street names.

The following street names are identified for approval and refusal, through the commemorative naming process for City streets, in accordance with the Asset Naming Policy:

Street Names Identified for Approval	Street Names Not Approved	Street Names Under Review
Maha Zubeda Deshpande Iggy Kaneff	Ghani	Spina Kirk Diamond Cleave View Gurbax Malhi Arthur Freeman Lehna Robert Hall Ethan Nelles

Any proposed street name or renaming requires consideration and approval by the Peel Street Names Committee before it can be considered by the City for use. The regional committee reviews all street names proposed for new development and the renaming of existing streets, regardless of jurisdiction, to ensure there is no duplication, whether it sounds similar to existing or approved street names, is difficult to spell, or is difficult to pronounce in an emergency situation.

Park Naming/Renaming Requests:

The following park name request, previously recommended for approval as part of the master List of park names, and referred back to staff in December 2020, is again recommended for approval:

- Manitoba or Winnipeg

To commemorate the tragic passing of the Ciasullo family members in 2020, City Council, at its June 16, 2021 meeting, adopted a resolution to name the planned activity hub at Sesquicentennial Park (Wards 9 and 10) in their memory:

Whereas June 18th marks the one year anniversary of the tragic passing of Karolina Ciasullo and her daughters Klara, Lilianna and Mila; and

Whereas staff have been working closely with the Ciasullo family, through their legal counsel, to implement a number of commemorative tributes; and

Whereas the City is currently planning an Activity Hub at Sesquicentennial Park, including a new, fully inclusive playground, splash pad, and activity hub area for all ages and abilities, the construction of which will begin this Summer and is estimated to be completed by Fall 2022;

Therefore Be It Resolved that in addition to the commemorative efforts currently underway, staff be directed to implement the naming of the Activity Hub at Sesquicentennial Park to commemorate the lives of Karolina, Klara, Lilianna and Mila Ciasullo, in consultation with the Ciasullo family and their legal counsel.

Appendix 3 lists the recent park names submitted to the City for approval and the City staff comment and recommendation.

The following park names are identified for approval or Council direction, in accordance with the Asset Naming Policy:

Saigon Park

The name Saigon was previously approved by Council in 2020 as a park name, without a specific park location identified within the City. New parks developed by the City regularly receive an administrative park name, many times based on adjacent street names, to assist with parks operations and location identification for emergency services. These administratively-named parks are eligible for a Council-approved permanent name, in accordance with the Asset Naming Policy. Parks staff have worked with community representatives to identify an administratively-named park in Wards 9 and 10 – Almond Park – for renaming. The Council Reference Group (i.e., Mayor and Wards 9 and 10 Councillors, or their designates) recently met and concurred with the park renaming recommendation.

It is recommended that in consideration of the previously Council-approved name of Saigon Park, the administratively-named Almond Park (Wards 9 and 10) be renamed Saigon Park, and subject to a public notice and commenting period, staff be directed to erect appropriate park signage and undertake notifications for addressing, mapping, operations and emergency services regarding the new park name.

Iggy Kaneff

In early 2021, to commemorate the passing of business leader and philanthropist Ignat “Iggy” Kaneff, Council requested staff to identify a possible street or park naming to honour his contributions to the City. “Iggy Kaneff” is recommended as future street name within the City. Additionally, Parks staff have identified the possible renaming of

Kaneff Park (Ward 3) – there is currently a Park named “Kaneff Park” which will see dramatic redevelopment over the next 5-10 years (i.e., Shoppers World area). It is located within Ward 3 and It could be renamed Iggy Kaneff Park, subject to consultation with the family. Park naming is an appropriate recognition opportunity and is recommended for approval as a park name.

Sean Monahan

A request to name a street after Brampton NHLer and former Brampton resident, Sean Monahan, was previously refused by the Peel Street Names Committee for reasons due to “Too Many” similar spelled names in use already. Council subsequently requested staff to consider another asset for a renaming opportunity. Parks staff have considered possible neighbourhood parks where Sean grew up (Wards 7 and 8), with the following parks under consideration for renaming:

1. Greenbriar Park South
2. Jayfield Park
3. Jefferson Park
4. Jordon Park
5. Goldcrest Park
6. Glenforest Park South

Park naming is an appropriate recognition opportunity and is recommended for approval as a park name. Pending consultation with the Monahan family, a future location recommendation will be provided to Council.

Alessia Cara

A request to name a street after Brampton international award-winning singer/songwriter Alessia Cara, was previously refused by the Peel Street Names Committee for reasons due to “Spelling” and “Too Many” similar spelled names in use already. Staff are considering other appropriate recognition and/or asset naming opportunities to commemorate Alessia Cara within the City, and a park naming is an appropriate recognition opportunity and is recommended for approval as a park name.

Jai Sidhu

To memorialize a Brampton youth killed in 2019 as a result of impaired driving, a request has been made to name a small unnamed parkette on Bellini Avenue (Wards 9 and 10) after Jai Sidhu. This request is currently under consideration by Parks staff and will be reported to Council in the future.

In addition to these park name requests, some street name requests also requested consideration as park name requests, if not approved as street names. Any of those specific name requests not approved as street names will be considered by City staff for possible park names.

Corporate Implications:

Financial Implications:

There are no direct financial implications from this report. Naming requests and Council decisions on asset naming and re-naming will be accommodated within approved department budgets.

Other Implications:

Sponsorship:

City asset naming requests will continue to be reviewed in consideration of the City's sponsorship policy and Council approved *Sponsorship Asset Inventory List for Naming Rights*, to ensure alignment and naming decisions do not limit the City's naming rights and potential to generate future revenue for the City.

Term of Council Priorities:

This report supports the Term of Council priorities of a Well-Run City and celebrating our Mosaic by facilitating City building that is reflective of its diverse communities and history.

Conclusion:

This report provides information to Council regarding updates to the Asset Naming Policy and responds to previously referred naming recommendations and new street and park naming requests.

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Attachments:

Appendix 1 – Proposed Amendments to Asset Naming Policy

Appendix 2 - Current Street Name Requests (June 2021)

Appendix 3 - Current Park Name Requests (June 2021)